

# Smokers and Quitting

Smoking cessation is a complex and often extended process. It begins with an individual considering trying to quit and, in some cases, proceeds to repeat quit attempts until successful. More smokers than ever are trying to quit because social norms have shifted away from the acceptability of smoking, and cigarette prices have increased substantially.<sup>1,2,3,4</sup>

## Desire to Quit

- Eight out of 10 California smokers say they would like to stop smoking.

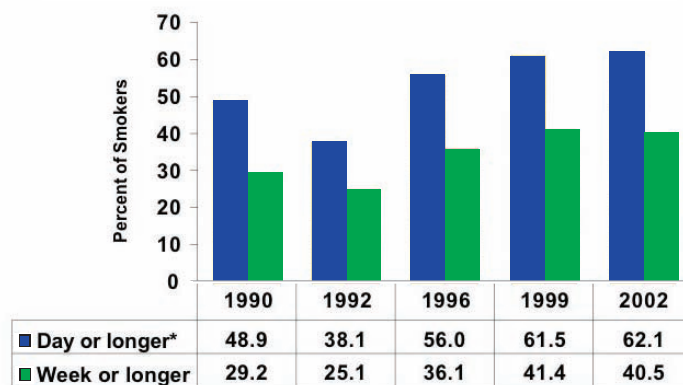
## Intention to Quit

- Almost 80% of California adult current smokers report that they are thinking about quitting within the next six months, and more than 40% report that they are thinking about quitting smoking within the next 30 days.
- The percentage of smokers who state that they are thinking about quitting within the next 30 days has increased since 1995. Similarly, the percentage of those who are thinking about quitting within the next six months has also increased.

## Quit Attempts

- The percentage of smokers who made a quit attempt increased significantly by 27.0% between 1990 and 2002—from 48.9% to 62.1%.
- Among smokers who made a quit attempt in 2002, 62.0% lasted one day or longer, and almost 41.0% were able to quit for one week or longer. Both rates have remained relatively unchanged since 1999.

Quit Attempts among Smokers in the Last 12 Months, 1990–2002

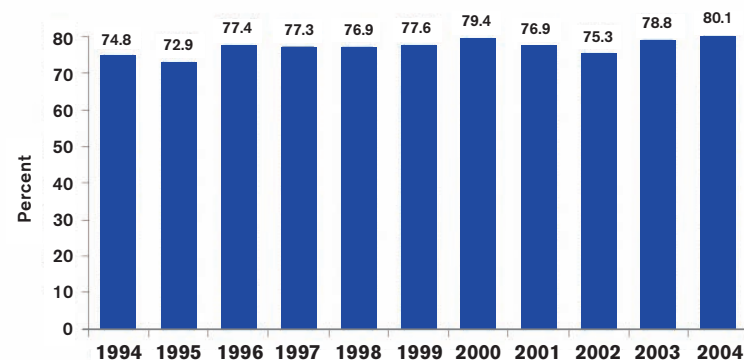


\* Data from "week or longer" category is included in "day or longer" data.

Source: California Tobacco Survey (CTS) 1990, 1992, 1996, 1999, 2002.

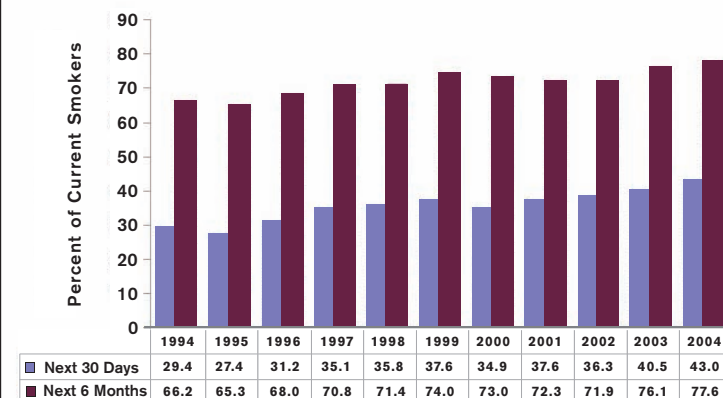
Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

Percent of California Smokers Who Say They Want to Quit



Source: Behavioral Risk Factor Surveillance System (BRFSS) and California Adult Tobacco Survey (CATS) data is combined for 1994–2004. The data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

Percent of California Smokers Thinking about Quitting, 1994–2004

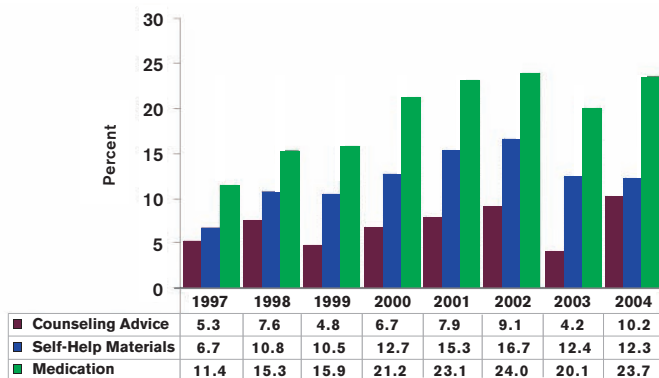


Source: Behavioral Risk Factor Surveillance System (BRFSS) and California Adult Tobacco Survey (CATS) data is combined for 1994–2004. The data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

## Health Benefits of Cessation

- Women who quit smoking have a significantly lower risk of developing heart disease compared to women who smoke.<sup>5</sup>
- Gains in life expectancy have been shown in smokers who quit, especially at an early age.<sup>6</sup>

**Use of Cessation Assistance by California Smokers Trying to Quit, 1997–2004**



Source: Behavioral Risk Factor Surveillance System (BRFSS) and California Adult Tobacco Survey (CATS) data is combined for 1994–2004. The data is weighted to the 1990 California population.  
Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

## Cessation Assistance

- From 1997–2004, the percentage of smokers who used nicotine replacement therapy (patches, gum, or nasal spray) to assist in their quitting attempts more than doubled from 11.4 % to 23.7%.
- The use of self-help materials also increased by 84.0% over this period (1997–2004) from 6.7% to 12.3%.
- The percentage of smokers who used counseling advice has almost doubled to about 10% between 1997 and 2004.
- The majority of smokers making a quit attempt and then who successfully quit used no assistance.
- The California Smokers' Helpline, a toll-free telephone service, has provided assistance to over 353,000 people since its inception in 1992 through January 2005.

## About the Surveys

The *Behavioral Risk Factor Surveillance System* (1984–present) and the *California Adult Tobacco Survey* (1993–present) are random digit-dial telephone surveys of approximately 8,000 adults conducted annually by the Computer Assisted Telephone Interviewing (CATI) Unit of the Cancer Surveillance Section of the CDHS. Data have been weighted to the 1990 California population using gender, four race groups, and two age groups.

The *California Tobacco Survey* (CTS) (1990, 1992–1993, 1996, 1999, and 2002), funded by the Tobacco Control Section of the CDHS, was conducted by the Cancer Prevention and Control program of the University of California, San Diego. The California Tobacco Survey is a very large telephone survey that includes a screener survey, an adult extended survey, and a youth survey.

## References

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